



Advancing Affordable Housing in Placer County

How You Can Help





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INTRODUCTION



Are you tired of paying expenses for land you are not using?

Consider making a charitable gift of land to one of our nonprofit partners!

Placer County is facing an urgent affordable housing crisis. The lack of accessible, safe, and affordable housing limits the ability for median- and low-income residents to live and work in our County. The services provided by our teachers, firefighters and service workers greatly benefits our community and economy. Placer County has been taking action to address this crisis through the creation of the Housing Development Advisory Taskforce and by partnering with Placer Community Foundation and Housing Trust Placer, but we also need your help.

BENEFITS OF DONATING LAND INCLUDE:

- **Tax benefits**
 - Charitable land donations are eligible for tax deductions
- **Positively impacting others**
 - Your donation of land has the potential to benefit a number of residents in Placer County who are struggling with housing costs and help to provide them with more opportunities for affordable housing.
- **Encouraging generosity**
 - By making a charitable gift of land, you are teaching those around you the value of generosity.
- **Protecting the availability of services in your community**
 - Local businesses and schools will have greater access to skilled workers.





If you are a land developer or builder — consider land identified by the County or your own land as an opportunity for developing an affordable workforce housing development.

If you own a commercial building with chronic vacancies — consider repurposing by mixing or converting to residential affordable housing.

The County can provide assistance with entitlements, special financing programs, possible tax credits, with an overall streamlined process. Housing Trust Placer, Placer Community Foundation, and the Housing Taskforce can help you with various aspects of the process. Let's talk!

HOUSING DEVELOPMENT ADVISORY TASKFORCE



In June 2021, the Placer County Board of Supervisors appointed a new Housing Development Advisory Taskforce (HDAT), comprised of nine volunteer community members, each with unique expertise in housing. The members represent the community broadly and include builders, real estate professionals, mortgage brokers, community foundations, and housing advocates.

- **Seat 1** – representing builders experienced in infill development
- **Seat 2** – representing local community foundations
- **Seat 3** – representing residential real estate brokers
- **Seat 4** – representing commercial real estate brokers
- **Seat 5** – representing mortgage brokers
- **Seat 6** – representing attorney with housing/land use experience
- **Seat 7** – representing student housing advocates
- **Seat 8** – at-large seat for housing advocates
- **Seat 9** – at-large seat for realtors

The taskforce's diverse expertise with unique perspectives will foster creative solutions to Placer County's affordable housing shortage. For more information on the housing taskforce, please visit: <https://www.placer.ca.gov/7122/Housing-Development-Advisory-Taskforce>

HOW THE HOUSING DEVELOPMENT ADVISORY TASKFORCE IS HELPING ADVANCE AFFORDABLE HOUSING



The Housing Development Advisory Taskforce was formed to to identify sites and consider proposals for affordable housing construction in Placer County. The taskforce convenes regularly to review these potential sites and determine if they merit the consideration of the Board of Supervisors. The taskforce has already identified some promising sites for housing development and is currently in the process of reaching out to those individual landowners. For more information about these housing opportunity sites, please visit the County website at: <https://www.placer.ca.gov/7606/Affordable-Housing-Opportunity-Sites>

OUR PARTNERS



Offering collaborative support to the Housing Development Advisory Taskforce are Housing Trust Placer, Placer Community Foundation, and Placer County. Each organization is currently working to accelerate affordable housing development in the county and has partnered with the taskforce to aid in identifying currently underutilized or vacant lots where affordable housing development is appropriate. Through this unique partnership between the county government, the taskforce and these local non-profit organizations, Placer County is optimistic that their collaboration will result in construction of more affordable housing units for our workforce and low-income families.



Housing Trust Placer (HTP) is a 501(c)(3) nonprofit and a California Charitable Trust dedicated to creating and preserving affordable housing for the workforce and for low-income families. Here's what HTP can do to help:

- **Land Acquisition or Lease:** Opportunities to acquire or lease land suitable for development of affordable housing. The best sites have access to transportation, schools, food, and jobs to ensure that residents have opportunities to thrive. HTP leverages local knowledge, contacts, and partners to estimate entitlements and development costs, and to offer fair acquisition pricing. Equity partnerships with landowners can be explored, as can whole or partial donations to manage capital gains exposure.
- **Conversion of Existing Facilities:** Underperforming commercial space, such as office buildings, strip malls, and civic buildings may hold potential for conversion to affordable housing. This "adaptive reuse" approach can shorten the development cycle and offer substantial savings.

- **Financing Opportunities:** Housing Trust Placer can provide financing to assist with acquisition, pre-development, construction, and permanent financing. As a mission-driven organization, HTP can provide patient, below-market financing to help affordable housing projects make economic sense.
- **Housing Preservation:** Many owners of multifamily buildings charge affordable rents to accommodate members of the workforce and low-income families without subsidy or assistance. They may be tempted to sell in an up market, with the new investor increasing rents and displacing tenants. HTP is interested in buying these buildings and preserving them as permanently affordable.
- **Advocacy and Education:** HTP believes in educating the public and advocating for affordable housing solutions. HTP is a proponent of training and services for low-income tenants to help them improve their lives, and HTP welcomes ideas for content and delivery.

For more information on Housing Trust Placer, please visit: housingtrustplacer.org or contact **Dan Heldridge** at dan@housingtrustplacer.org or (916) 365-6747



Placer Community Foundation (PCF) helps build a stronger community through philanthropic services, strategic grantmaking and leadership initiatives that galvanize positive impact at scale.

- **Philanthropic Services:** As an established, trusted resource for giving, PCF works closely with individuals, families and professional advisors to maximize personal, charitable and financial goals.
- **Strategic Grantmaking:** With extensive knowledge and connections across the nonprofit sector, PCF understands when and where opportunities for grantmaking can maximize impact.
- **Community Leadership:** PCF helps foster an ecosystem for good. This is accomplished through thoughtful leadership, advocacy and cultivating wide-spread collaboration that brings community, business and government together for meaningful change.

Advancing Solutions for Affordable Housing

Addressing the affordable housing crisis in Placer County has been a focus of PCF's leadership work since 2016. The community foundation has led local and regional advocacy efforts, which contributed to the construction of new affordable multifamily housing units and important policy changes.

Recent Advocacy Wins

- **Construction:** In a collaboration with Mercy Housing, 79 new units for mixed-family incomes will be completed in the near future at the Placer County Government Center in Auburn.
- **Policy Change:** Changes were recently enacted to the County's affordable housing fee program, marking important policy action and progress towards requiring the construction of affordable housing units as part of future housing development plans in unincorporated Placer County.

For more information on Placer Community Foundation, please visit: placercf.org or contact **Veronica Blake** at vblake@placercf.org or (530) 885-4920



Placer County recognizes that having access to a safe, sanitary, and affordable home creates healthier communities and stronger workforces. Placer County is striving to help facilitate affordable housing that will meet the housing needs of residents of all income levels. The County will accomplish this mission by

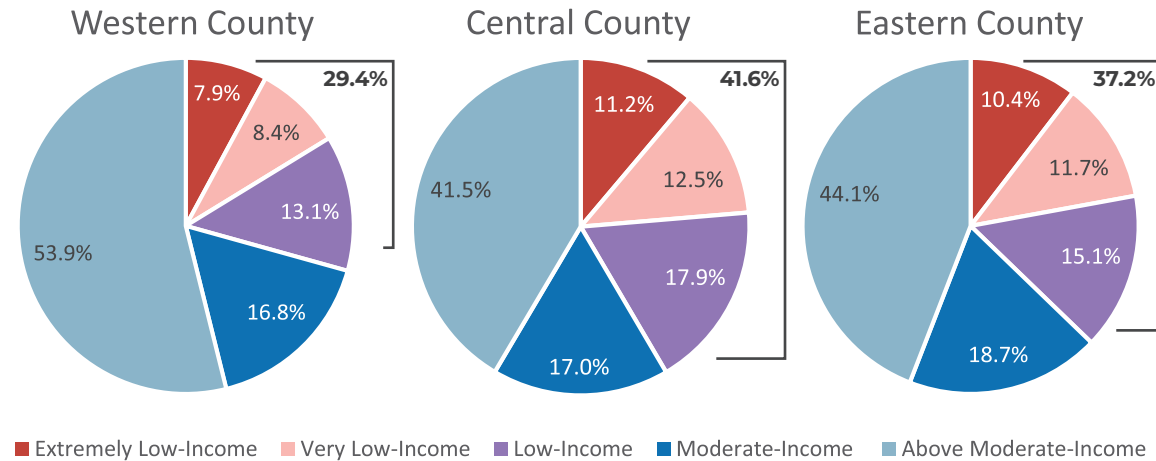
increasing the availability of innovative housing types, supporting infill development to create sustainable communities, and working with HTP and PCF to encourage the preservation and development of affordable workforce housing.

For more information on Placer County Housing, please visit placer.ca.gov/6947/Housing or contact **Anne Marie Novotny** at AMNovotny@placer.ca.gov or **(530) 745-3170**.

**TAKE A LOOK AT THE FOLLOWING
STATISTICS TO SEE WHY YOUR HELP IS
NEEDED NOW MORE THAN EVER**

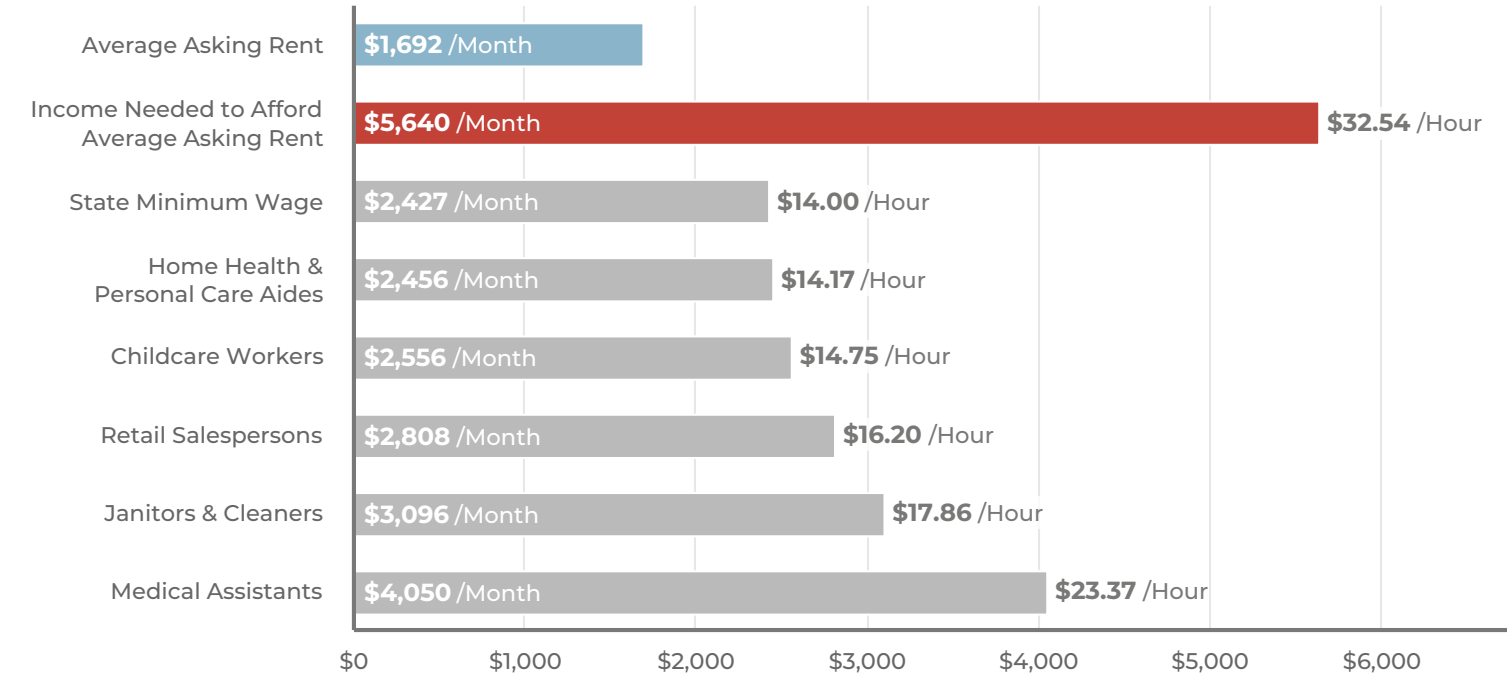
THE NEED FOR AFFORDABLE HOUSING IN PLACER COUNTY

More than 35% of Placer County households are considered extremely low- to low-income.



(Source: Placer County Housing Strategy and Development Plan 2019, p. 18)

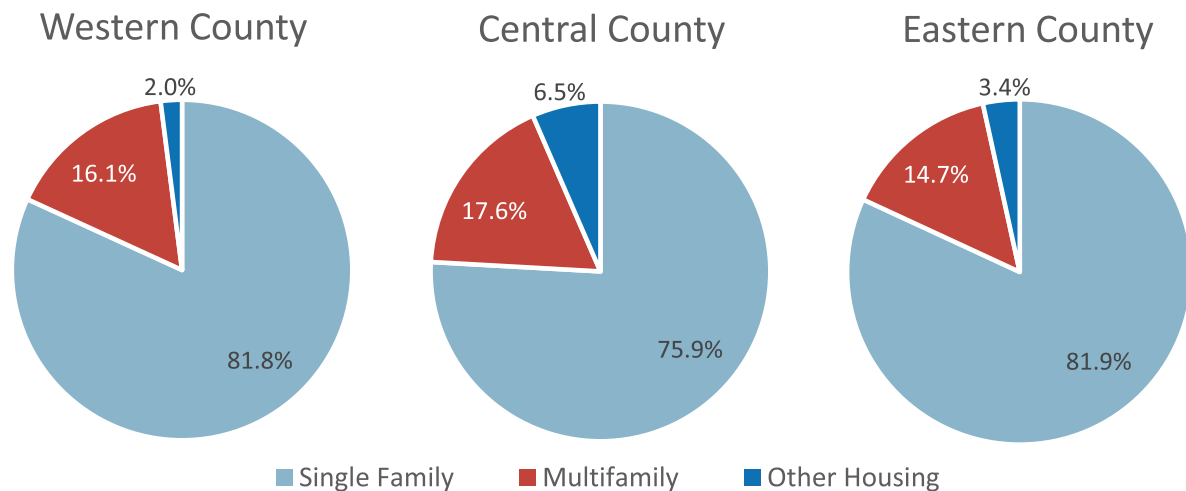
To afford an average rental price in Placer County, **renters would need to make \$32.54/hour**, over double the current California minimum wage.



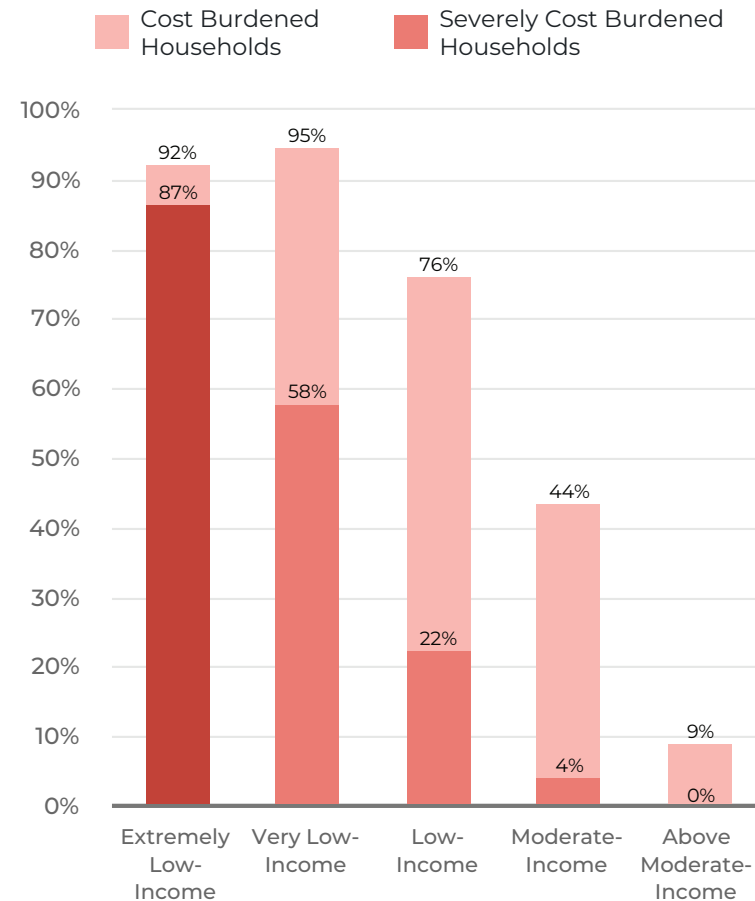
(Source: Placer County 2020-2021 Annual Housing Report September 2021, p. 5)

80%

of the housing stock in Placer County is skewed toward single-family housing.



(Source: Placer County Housing Strategy and Development Plan 2019, p. 15)



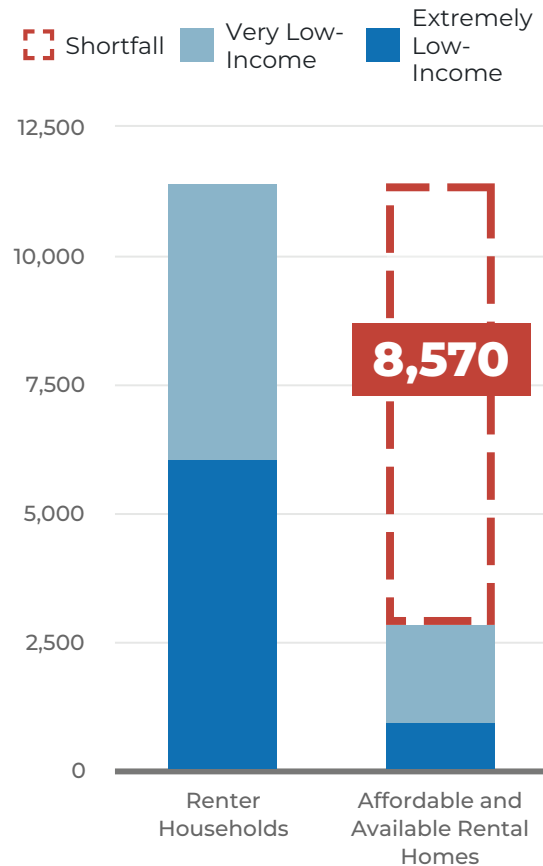
(Source: Placer County 2020-2021 Annual Housing Report September 2021, p. 5)

Over
87%
of Extremely Low Income households in Placer County are **spending more than half of their income** on housing costs

AFFORDABLE HOMES SHORTFALL

8,570

low-income renter households
in Placer County do not have
access to an affordable home.



(Source: Placer County 2020-2021 Annual Housing Report, p. 6)

The current lack of affordable housing degrades the quality of life of Placer County's low-income residents and essential workers and hinders them from offering valuable services to our community. In order to sustain Placer County's community and economy, adequate steps need to be taken to combat Placer County's affordable housing crisis.

Please consider donating land or constructing affordable housing today. Your charitable act has the potential to make a difference in the lives of your community members by potentially offering them an affordable place to call home.

CONTACT INFORMATION

Housing Trust Placer

Dan Heldridge

Email: dan@housingtrustplacer.org

Phone: (916) 365-6747

Placer Community Foundation

Veronica Blake

Email: vblake@placercf.org

Phone: (530) 885-4920

Placer County

Anne Marie Novotny, Housing Specialist

Email: AMNovotny@placer.ca.gov

Phone: (530) 745-3170

